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Reconsideration

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of

Inventor: Andrew L. WOLF et al. Group Art Unit: 3622

Appln. No.: 09/739,122 Examiner: Y. Retta

Filed: December 19, 2000

For: REAL ESTATE REBATE SYSTEM AND METHOD

INTERVIEW SUMMARY

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Sir:

Applicants wish to thank the Examiner for the courtesy extended to their representative during the personal interview on March 11, 2004. A summary of the issues discussed during the interview is provided in the following paragraphs.

Regarding an issue newly raised during the interview, Applicants' representative distinguished Forward's disclosed incentive information 29 from the first and second rebate coupons recited in claim 1. As disclosed by Forward, incentive information 29 is information provided in an intangible form, it is not a tangible thing provided by the item locator system 12, such as a coupon (see Forward col. 5, lines 20-25).

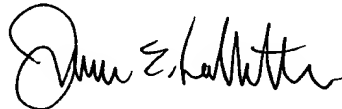
Moreover, Forward distinguishes the incentive information 29 from the incentive itself (see col. 5, lines 25-40). Forward

discloses that in response to the potential buyer's request for information, item locator system 12 provides item information 28 and incentive information 29 (S204) (col. 4, lines 23-26). Upon locating the specific item information 28 and corresponding incentive information 29 desired, a potential buyer contacts the seller using the information provided in item information 28 (S206) (col. 5, lines 41-44). Based on this contact, buyer 10 and a specified seller 24 create a contract 30 for the purchase of the desired item (S208) (col. 5, lines 50-51). As part of contract 30, buyer 10 receives a purchase certification 32 (S210) (col. 5, lines 61-62). Purchase certification 32 may comprise a copy of the contract, an identification number, a signature, or any other method of certifying that the buyer and seller formed a contract for the purchase of the item at issue (col. 5, lines 62-66). After receiving purchase certification 32 from the seller, the buyer transmits an incentive execution request 34 along with purchase certification 32 to item locator system 12 (S212) (col. 6, lines 4-6). Item locator system 12 transmits a request 38 for the fee or commission from the seller identified in purchase certification 32 (S214) (col. 6, lines 30-32). In response, the seller transmits a commission/fee 40 to item locator system 32 as agreed (S216) (col. 6, lines 32-34). Then, item locator system 12 may provide the incentive execution 36 to the buyer (S218)

(col. 6, lines 42-43). By presenting incentive execution 36 to a third party, the buyer may obtain the incentive (col. 6, lines 43-47). In summary, Forward's incentive information, incentive execution, and incentive are distinct things.

Regarding the issues raised in the Final Rejection, Applicants' representative distinguished claims 1 and 17 from Forward in accordance with the remarks set forth in Applicants' Response, dated March 10, 2004.

Respectfully submitted,



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Registration No. 28,732

Date: March 17, 2004  
JEL/DWW/att

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